

## CLAIMS

1. A transmitting apparatus for providing contents data composed of successive data, comprising:  
meta data schema storing means for storing  
the data structure of meta data of the contents data;  
contents segmenting means for generating segmentation information of the contents data;  
meta data combining means for correlating the segmentation information of the contents data with the meta data;  
meta data converting means for converting the meta data with the segmentation data combined by said meta data combining means in a transmission format;  
meta data schema converting means for converting the meta data schema stored in said meta data schema storing means in the transmission format;  
and  
transmitting means for transmitting the meta data with the segmentation information in the transmission format, the meta data schema in the transmission format, and the contents data through a transmission path.

2. A transmitting apparatus for providing contents data composed of successive data, comprising:  
meta data schema storing means for storing the data structure of meta data of the contents data;  
contents segmenting means for generating

segmentation information of the contents data;

segmentation information storing means for storing the segmentation information of the contents data;

5 meta data combining means for correlating an identifier of the segmentation information with the meta data;

meta data converting means for converting the meta data with the identifier combined by said meta data combining means in a transmission format;

meta data schema converting means for converting the meta data schema stored in said meta data schema storing means in the transmission format;

segmentation information converting means for converting the segmentation information stored in said segmentation information storing means in the transmission format; and

transmitting means for transmitting the meta data with the identifier in the transmission format, the meta data schema in the transmission format, the segmentation information, and the contents data through a transmission path.

3. The transmitting apparatus as set forth in claim 1 ~~or 2~~.

25 wherein said meta data schema converting means converts the meta data schema and represents the meta data schema in an MPEG system section format.

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4. The transmitting apparatus as set forth in claim 1 ~~or 2~~,

wherein said meta data converting means converts the meta data with the segmentation information and represents the meta data with the segmentation information in a descriptor format of an MPEG system section.

5. A receiving apparatus for presenting contents data composed of successive data; comprising:

10 meta data schema storing means for storing the data structure of meta data of the contents data;

meta data storing means for storing meta data with segmentation information of the contents data;

15 user profile operating means for operating user's favorite information;

meta data analyzing means for collating the meta data schema, the meta data, and the user profile;

20 contents reproduction controlling means for controlling the reproduction of the contents data corresponding to segmentation information that is output from said meta data analyzing means;

receiving means for receiving meta data with segmentation information in a transmission format, a meta data schema in the transmission format, and contents data through a transmission path;

25 meta data schema restoring means for restoring the meta data schema in the transmission

format into meta data schema in a storage format of  
said meta data schema storing means; and

meta data restoring means for restoring the  
meta data with the segmentation information in the  
transmission format into meta data with segmentation  
information in a storage format of said meta data  
storing means.

6. A receiving apparatus for presenting contents  
data composed of successive data; comprising:

meta data schema storing means for storing  
the data structure of meta data of the contents data;

meta data storing means for storing meta data  
with an identifier of segmentation information of the  
contents data;

segmentation information storing means for  
storing the segmentation information;

user profile operating means for operating  
user's favorite information;

meta data analyzing means for collating the  
meta data schema, the meta data, and the user profile;

contents reproduction controlling means for  
controlling the reproduction of the contents data  
corresponding to segmentation information that is  
output from said meta data analyzing means;

receiving means for receiving meta data with  
the identifier in a transmission format, a meta data  
schema in the transmission format, segmentation

information in the transmission format, and contents data through a transmission path;

5 meta data schema restoring means for restoring the meta data schema in the transmission format into meta data schema in a storage format of said meta data schema storing means;

10 meta data restoring means for restoring the meta data with the identifier in the transmission format into meta data with an identifier in a storage format of said meta data storing means; and

segmentation information restoring means for restoring the segmentation information in the transmission format into segmentation information in a storage format of said segmentation information storing means.